

Human Relations Commission

2020 Strategic Planning Summary*

Environmental Scan

- Simmering environment
 - Data shows hate crimes not big problem, but activities such as McCormick Ranch graffiti suggest otherwise
 - Emboldened levels of public acts and language aimed at excluding others
- Equity in voices being heard
- Youth, people of color, LGBTQ and others seen as “not keeping Scottsdale special”
- Economic segmentation: public space, access
- Opportunity to engage youth in HRC mission
 - Extend reach to kids, schools, etc.
- Opportunity to engage Seniors and Veterans as well
- Get young community leaders more active and involved, e.g. Scottsdale Leadership
- Re-address anti-discrimination ordinance with new City Council
- Population growth of City
- Knee-jerk reaction to bad things.....highlight the good!

Prioritization

Brainstorm and vote on “Maintain/Enhance” and “Add” initiatives
(5 votes/Commissioner = 35 total)

# Votes	Category	Initiatives	Comm.	Notes
7	M/E	Golden Rule	E.H. & H. M.	April 11, 2020
7	M/E	Scottsdale For All	J.S.	
5	Add	Community projects for partners		
5	Add	Sponsorships	M.D.	Secure funding for specific initiatives
4	Add	Community art project (mural)		
4	Add	Increase City collaboration		Applicable for each initiative
3	M/E	Dinner & Dialogue	S.R. & J.E.	Modify the format to increase participation levels
1	Add	Scottsdale Leadership project		
High		COMMUNICATIONS & SOCIAL MEDIA	C.H.	Increase communications efforts for all initiatives

Discussion

- 1) Several of our priorities are very cross-functional in nature.
 - How do we ensure no overlap when collaborating with other City departments?
 - How do we ensure proper and timely information is provided to Communications/Social media efforts?
- 2) Do any Commissioners have the bandwidth to take on more than one initiative? If not, what shall we do with the unassigned items?
- 3) After April 20th, the Golden Rule initiative will be completed. What, if anything, will take its place?

*Nov. 4, 2019: Christy Hill (Facilitator), Sharon Cini (City) and HRC Commissioners – Day, Eaneman, Hichman, Huizar, Mendoza, Rhoden, Shimokubo